

FIG. 1

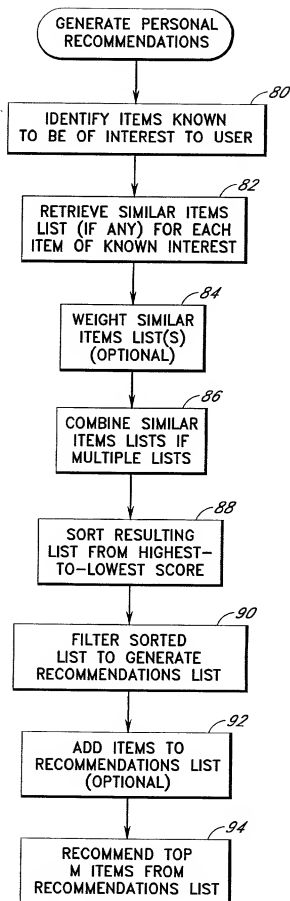


FIG. 2

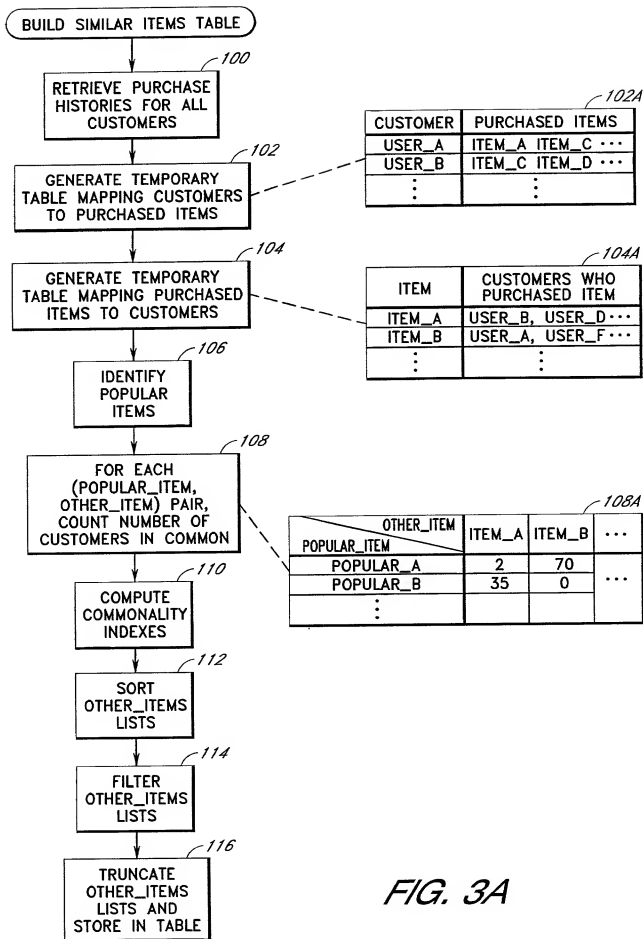


FIG. 3A

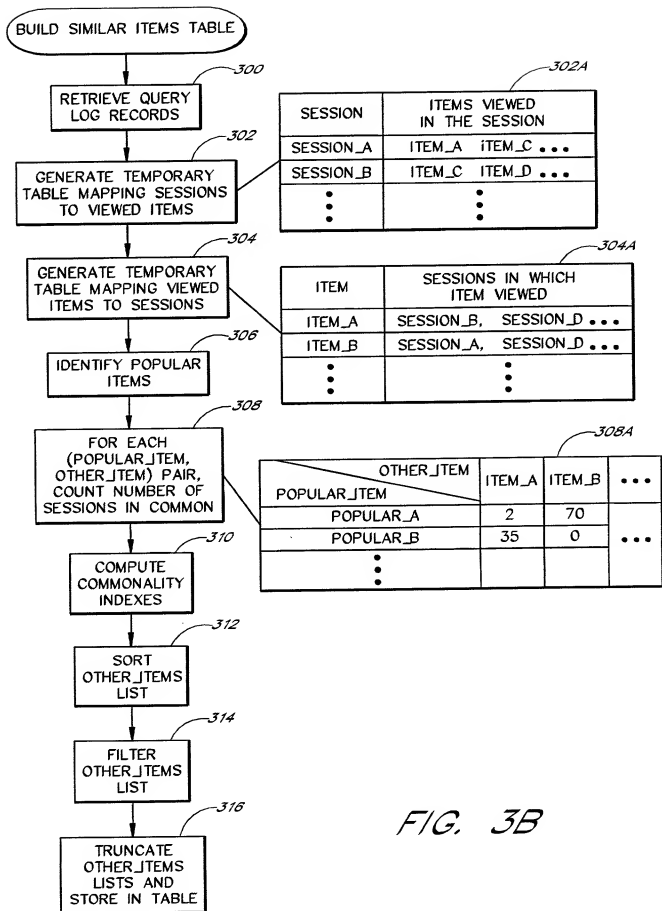


FIG. 3B

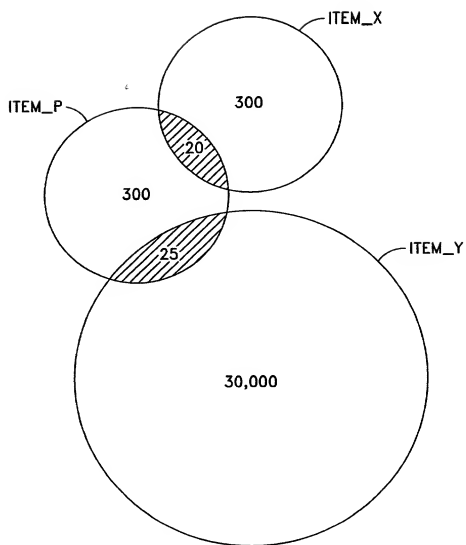


FIG. 4

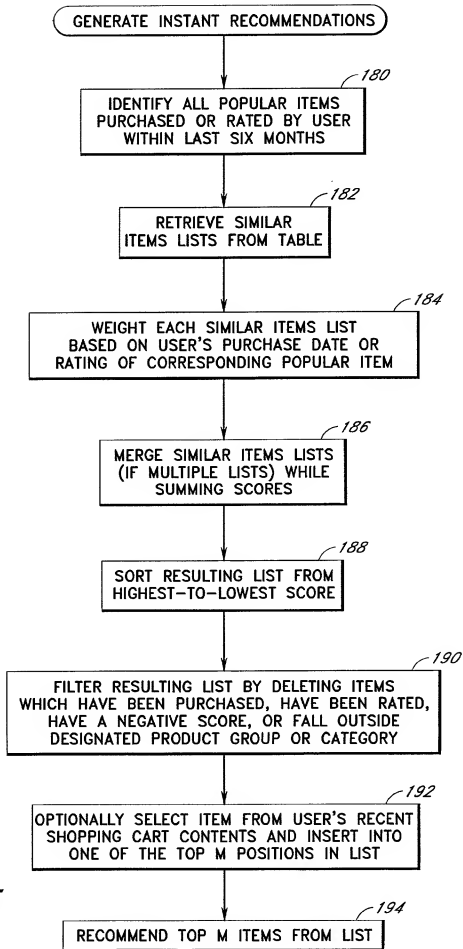


FIG. 5

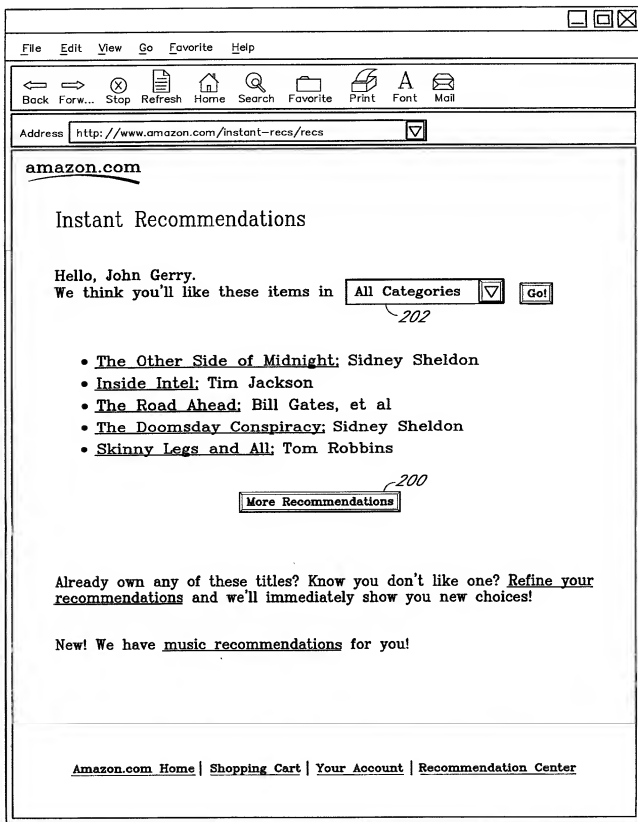


FIG. 6

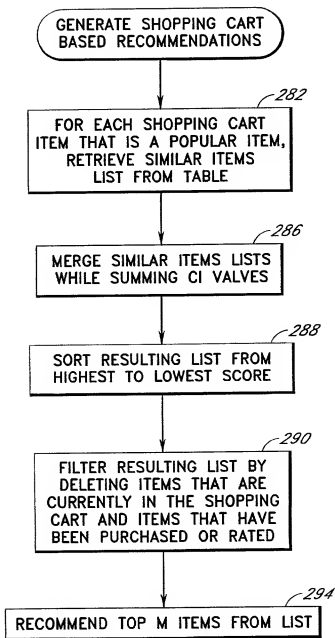


FIG. 7

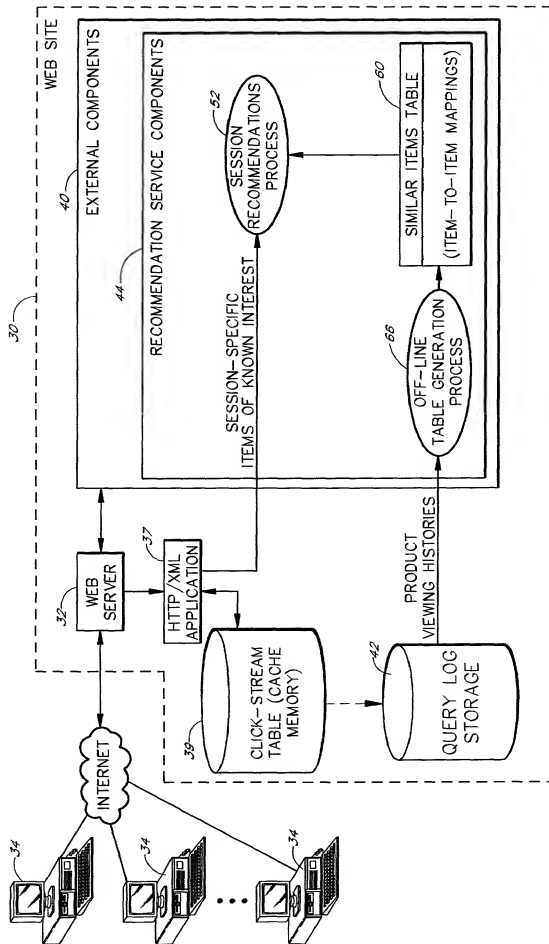


FIG. 8

CLICK STREAM TABLE

SESSION ID	DETAIL PAGE LIST	BROWSE NODE LIST	SEARCH QUERY LIST
1234567	dp1, dp2, dp3, dp4	bn1, bn2, bn3, bn4	"a space odyssey", "isaac asimov"

FIG. 9

PAGE-ITEM TABLE

PAGE IDENTIFICATION	ITEM IDENTIFICATION
DP1	"2001: A Space Odyssey"
BN1	"Sony DVP-S360 DVD Player", "Toshiba SD-1600 DVD player," ...

FIG. 10

amazon.com

VIEW CART | WISH LIST | **YOUR ACCOUNT** | HELP

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GAMES

SOFTWARE

ELECTRONICS

TOOLS &
HARDWARE

INTERNATIONAL

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FRIENDS & FAVORITES

FREE E-CARDS

TAX CENTER

SEARCH: All Products

GO

BROWSE: BOOKS

GO

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The Page You Made is based on your recent clicks on our site. Our goal is to help you find what you want and discover related items. You can change this page by visiting more product pages or removing items from the list of recently viewed items. [Learn more](#)

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- ☐ ① [The Going to Bed Book](#) (Boynton, Sandra. *Boynton Board Books.*) by Sandra Boynton, Kate Klimo (editor)

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1. [Dr. Seuss's ABC : An Amazing Book \(Bright and Early Board Book\)](#) by Seuss
Our Price: \$3.99 You Save: \$1.00 (20%)

2. [There's a Wocket in My Pocket! : Dr. Seuss's Book of Ridiculous Rhymes](#) by Seuss, et al
Our Price: \$3.99 You Save: \$1.00 (20%)

3. [Goodnight Moon](#) by Margret Wise Brown, Clement Hurd (Illustrator)
Our Price: \$5.36 You Save: \$1.59 (20%)

Recommendations

- ① [Brown Bear, Brown Bear, What Do You See?](#) From [Horn Book](#)

- ① [Good Night Gorilla](#) by Sandra Boynton



- ① [Baby Bach Video](#) From Baby Einstein Company

FIG. 11

amazon.com

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- [CreativeLabs N640001 NOMAD II Digital Audio Player](#) by Creative Labs **\$199**

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500

FIG. 12

GENERATE RELATED ITEMS
LIST FOR DISPLAY ON DETAIL
PAGE OF "POPULAR" PRODUCT

504
RETRIEVE SIMILAR
ITEMS LIST
FOR PRODUCT

506
OPTIONALLY FILTER SIMILAR
ITEMS LIST TO REMOVE
PRODUCTS FALLING OUTSIDE
PRODUCT CATEGORY OF
"POPULAR" PRODUCT

508
DISPLAY N TOP-RANKED
PRODUCTS FROM FILTERED
OR UNFILTERED LIST

FIG. 13

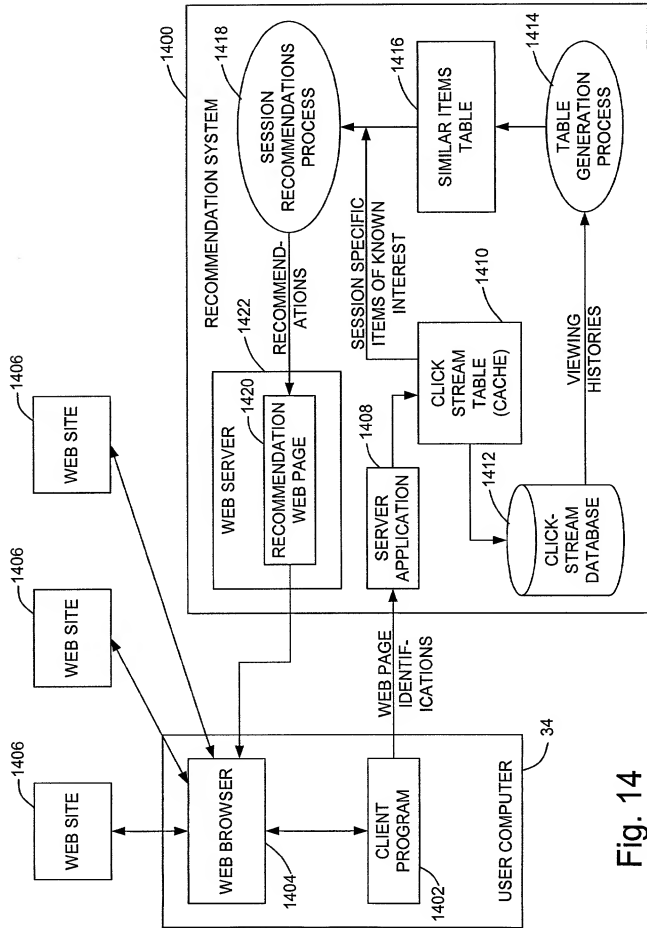


Fig. 14

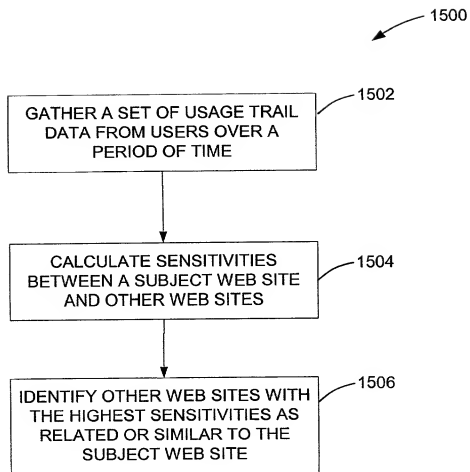


Fig. 15